



Tom Barrett
Mayor, City of Milwaukee

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MPL launches Freegal, free music download service

City of Milwaukee cardholders may download three songs per week from Sony music catalog

MILWAUKEE – Library card holders who live in the City of Milwaukee now have a new way to enjoy and own their favorite music. Mayor Tom Barrett, Library Director Paula Kiely and Alderman Ashanti Hamilton, who chairs the Milwaukee Public Library board of trustees, today unveiled Freegal, a free music download service.

Through MPL's new Freegal service, cardholders can visit the library's website at www.mpl.org, click on the "MPL Rocks" icon, type in their library card number and MPL Personal Identification Number (PIN) and download up to three songs a week directly to their computer, whether it is a Mac or PC. The songs can then be transferred to an MP3 player, such as an iPod or Smartphone. Songs may be downloaded into iTunes libraries. Once the songs are downloaded, they can be kept indefinitely since there is no due date and don't have to be returned or deleted. The service includes thousands of artists and hundreds of thousands of songs from Sony Music Entertainment. Artists include Michael Jackson, Britney Spears, Jimi Hendricks, Brad Paisley, Carrie Underwood, Aaron Copland and Yo-Yo Ma.

"The mission of the Milwaukee Public Library is to provide services, materials, and facilities for all citizens of Milwaukee and others to meet present and future information needs," said Mayor Barrett. "Free music – along with the existing digital collections and free access to electronic books – is another way MPL levels the information playing field for all citizens and enriches the lives of those living in our city."

Library card PINs can be set remotely by patrons with a valid MPL card. Those who have forgotten their PIN may call the Library at 286-3000 and ask to have it reset. Librarians will ask for the patron's library card number and verifying information before resetting the PIN. Patrons will then be instructed how to set up a new PIN remotely through the library's website. Cardholders may also visit any Milwaukee Public Library branch for assistance.

"If you do the math on three songs per week for 52 weeks and more than 420,000 City of Milwaukee library card holders, this service brings residents access to more than 65 million songs each year," said Director Paula Kiely.

The \$45,000 per year cost of the Freegal license is covered in the approved 2012 budget for MPL. The service is offered by numerous public library systems across the country, including those in New York City, San Antonio, TX, Eugene, OR, San Jose, CA, Seattle, WA, Scottsdale, AZ and others.

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Background on the first three Freegal songs downloaded by Milwaukee leaders:

Mayor Tom Barrett

1. "Come Rain or Come Shine: by Al Jarreau -- "Chosen because Al Jarreau is, of course, a native Milwaukeean and because the City of Milwaukee delivers quality services to its citizens and neighborhoods come rain or come shine!"
2. "We Take Care of Our Own" by Bruce Springsteen -- "Chosen because, well, he's the boss, and because we're working hard to bring jobs and economic prosperity to the city."
3. "ABC" by The Jackson 5 -- "Chosen because the library is a place of lifelong learning...starting with preschool and learning your ABCs throughout your entire life."

Alderman Ashanti Hamilton

1. "Let your voice be heard" by Arrested Development -- Chosen because the group's founder and leader, Speech (Todd Thomas) is a native Milwaukeean an MPS high school graduate, like myself. The song encourages people to stand up for what they believe in.
2. "Milestones" by John Coltrane and Miles Davis -- Chosen because we're unveiling the Freegal service at the Villard Square branch, the opening of which was a tremendous milestone for this neighborhood, my district and the entire City of Milwaukee
3. "Hometown glory" by Adele -- Chosen because Milwaukee is my hometown and I love it.

Library Director Paula Kiely

1. "Unwritten" by Natasha Bedingfield -- "I just love the lyrics 'today is where your book begins, the rest is still unwritten.' Every day is full of new possibilities and you can explore all of them at the library!"
2. "Monster Boogie" by the Laurie Berkner Band -- "I spent a great deal of my career as a children's librarian and I chose this song to highlight that there are hundreds of popular children's songs available on Freegal."
3. "Everyday People" by Sly and the Family Stone-- "It's a great anthem to all people living together in harmony and the library is dedicated to being every person's gateway to an expanding world of information. Plus, I saw them live when I was in middle school!"